



Sole Practitioner Lawyer

Problem:

A U.S. sole practitioner lawyer, fresh out of law school needed to build a practice.

Solution:

We analyzed his strengths and weaknesses and learned that his father was a famous song writer and this man grew up in the business, understanding the legal issues related to the industry. He saw struggling artists trying to make it on their own, hoping for that big break, and never having enough money to hire the right people. When he became an attorney, he decided to concentrate on the entertainment industry, which is now his specialty.

We developed a web site where the home page featured a well-known song with the intriguing question wondering why this popular theme song was part of his practice. The site is a simple profile emphasizing his knowledge of the industry, and playing down his being a neophyte as a lawyer.

Results:

Obtained as clients, famous artists including the Backstreet Boys, Brian Littrell, Kevin Richardson, True Vibe, Ryan Tedder, Mark O'Connor, Bob Feldman, Billy Kirsch, Richard Addrissi, DeltaDisc Records, Delta Burke, Hurricane Productions, Taryn Murphy, Pat Boone, Peter Udell, Jimmy Ellis, Brad Schmidt, Gary Baker and the Tennessee Performing Arts Center

Today's business climate requires a strategy to get ahead. You need to identify what differentiates you from the competition, capitalize on that strength and deal with your weaknesses - treat, terminate, tolerate or transfer (4 T's of risk management).

At GAP Enterprises, LLC we can help with our tailored programs designed to help you develop a strategic plan and execute a differentiation strategy, guaranteed to help you succeed! We start with a brief survey of your capabilities, analyze your resources and develop a plan. If you follow the plan, you will succeed!

Strategic Planning forces you analyze your strengths and weaknesses and identify opportunities and threats that affect your corporate objectives. This is also known as a SWOT (Strengths; Weaknesses; Opportunities; Threats) analysis. Strengths and weaknesses are internal factors over which you should have control. Opportunities and threats are external to your business, over which you may not have control. Your goal is to match your resources and capabilities to the competitive environment in which you work.

While our expertise is broad, we do have history in specific industries/disciplines:

| | | |
|------------------------------|---|-----------------------|
| Certified Public Accountants | Law Firms | Software Houses |
| Retailers/Etailers | Manufacturers | Importers/Wholesalers |
| Startup strategy | Enterprise Risk Management (including Sarbanes Oxley) | |

Whether we develop a strategic plan for expansion worldwide, reorganize your existing operation (including Sarbanes-Oxley compliance) or design and develop an effective marketing program, you can be sure of results. With over four decades experience in the business world in various management capacities, our partners and staff can save you time and money with their extensive expertise.

Tell us about your organization (see below) and we will contact you within 24 hours to discuss your needs and how we help you succeed—locally, nationally or globally!

How can we help? *(Tell us about your organization)*

What is your name, title, company name, address, telephone, URL and e-mail address.

In which industry do you do business?

What do you do?

What products or services do you sell?

Where do you sell your products/services?

What are your objectives?

What is your target market?

E-mail this information to strategy@gapent.com



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